



Press Release

FOR IMMEDIATE RELEASE

Mark Fiechter Joins Assist America as Vice President of Sales

Princeton, NJ—(April 17, 2014)—Assist America, Inc. is pleased to welcome Mark Fiechter as Vice President of Sales in the US, effective immediately.

Mr. Fiechter brings a proven track record of more than 23 years in the insurance industry, having worked for several major Accident and Health insurance companies as well as a several Managing General Underwriters. In addition to developing and managing sales teams that have continuously delivered outstanding results, he has expertise in P&L management and improvement, team building and leadership, relationship management and product development.

Prior to joining Assist America, Mr. Fiechter most recently held the position of National Sales Manager for the Insurance team at Europ Assistance USA where he managed a significant block of business, and a national sales team. While delivering profitable growth he exceeded new business goals, and managed client relationships with EA's key accounts.

"Mr. Fiechter is a key addition to the Assist America team and we are very pleased to have him head our sales efforts in the US," said Brian Mulligan, President and CEO of Assist America. "Mr. Fiechter's strong sales and insurance background is a perfect combination for us and we are proud to have him on board."

Mr. Fiechter holds a Bachelor of Science in Finance from St. Johns University as well as insurance licenses in Life, Accident and Health.

Founded in 1990, Assist America, Inc. provides global emergency assistance services in partnership with various benefit plans. The company, headquartered in Princeton, New Jersey, serves more than 30 million members and over 300,000 enterprises through programs from the world's most prominent group benefit providers. For more information about Assist America, visit www.assistamerica.com.

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